

**American International University-Bangladesh (AIUB)**

# RESEARCH REPORT ON

**Privacy And social media, An Investigation Among Young Adults**

A Report Presented to the Faculty in Partial Fulfillment of the Requirements for the Subject Management Information System

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**Date of Submission: 29/04/2023**

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**Acknowledgment**

We, the research group, would like to express our sincere gratitude to everyone who supported us throughout our research on Privacy and social media, an investigation among young adults.

First and foremost, we extend our thanks to our course teacher who provided us with constant guidance and support throughout the entire research process. Their insightful feedback and constructive criticism helped us to refine our research methodology and produce high-quality research outcomes.

We would also like to express our heartfelt appreciation to the participants who took their valuable time to participate in this study. Without their willingness to share their experiences and opinions, this research would not have been possible.

Additionally, we are grateful to each other for our continuous support, cooperation, and teamwork. Our collective effort has made this research project a success.

Finally, we would like to acknowledge the valuable resources and facilities provided by the research institution. Their support and assistance were instrumental in the successful completion of this research project.

Thank you all for your contributions, support, and guidance in making this research possible.

**Executive Summary**

This executive summary outlines the findings of an investigation into privacy concerns among young adults regarding their use of social media. The study surveyed a sample of 500 young adults aged between 18-24 years, aiming to explore their awareness and attitudes towards privacy settings on social media platforms.

The study found that a majority of young adults use social media on a daily basis, with 80% of respondents reporting using one or more social media platforms daily. However, despite their frequent use, many of the respondents showed a limited understanding of the privacy settings available on social media platforms. More than half of the respondents reported that they had never adjusted their privacy settings on social media, and 70% of respondents had not read the privacy policy of the platforms they use.

The study also revealed that young adults are aware of the risks of sharing personal information on social media, with 60% of respondents reporting that they are concerned about their personal data being used by third parties without their consent. However, this concern did not always translate into changes in behavior, as many of the respondents still shared personal information on social media. Almost 50% of respondents reported sharing their location on social media, while 35% shared their phone number.

The study highlights the need for improved privacy education for young adults using social media. Many of the respondents indicated a desire to learn more about privacy settings and how to protect their personal data online. The study also suggests that social media platforms should improve their transparency around data use and privacy policies, as the majority of young adults surveyed had not read the policies of the platforms they use.

In conclusion, this investigation reveals that while young adults are aware of the risks of sharing personal information on social media, many do not take steps to protect their privacy online. Improved education on privacy settings and policies, as well as increased transparency from social media platforms, could help young adults make more informed decisions about their online privacy.

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**Abstract**

As social media usage continues to increase, privacy concerns have become increasingly pertinent. This study sought to examine the privacy-related behaviours and attitudes of young adults who use social media. 500 young adults between the ages of 18 and 25 were surveyed regarding their privacy practises on social media platforms, their awareness of privacy dangers, and their attitudes towards privacy. While the majority of participants were aware of privacy hazards, they were not taking precautions to safeguard their personal information, according to the findings. Participants also expressed a general lack of trust in social media companies and their use of personal data. These findings emphasise the need for enhanced privacy education and greater transparency regarding the data collection and sharing practises of social media companies.

**1.Introduction**

For years, privacy and social media have been a subject of concern and debate, especially among young adults. Social media platforms have become an integral part of the lives of young adults, with studies indicating that the overwhelming majority of people in this age group have at least one account. These platforms offer a variety of advantages, such as the ability to communicate with friends and family, post photos and updates, and gain access to news and entertainment.

However, as social media usage has increased, so have privacy and security concerns. There have been numerous high-profile data breaches and controversies involving social media platforms in recent years, raising concerns about the security of personal information online. In addition, social media platforms have been criticized for their management of user data, including allegations that they share personal information with unauthorized third parties.

Regarding privacy and social media, young adults are viewed as a particularly vulnerable demographic. According to studies, they are more likely to share personal information online, such as their location and photos, and less likely to use privacy settings or read privacy policies. This makes them more susceptible to potential privacy intrusions and calls into question their awareness of the dangers associated with social media use.

In light of these concerns, this study seeks to examine the attitudes and behaviours of young adults regarding privacy and social media. This research can inform policies and strategies intended at protecting individuals' online privacy by obtaining a greater understanding of how these demographic approaches privacy on social media.

This study aims to obtain a deeper understanding of the attitudes and behaviours of young adults regarding privacy and social media. In particular, the investigation seeks to:

* Determine how aware young adults are of the privacy dangers associated with social media.
* Examine the strategies young adults employ to safeguard their privacy on social media platforms.
* Investigate the impact of social media on the privacy perceptions of young adults as a whole.
* Identify any distinctions in the attitudes and behaviours of young adults regarding privacy and social media based on demographic factors such as gender, age, and socioeconomic status.

By attaining these objectives, this study can provide valuable insights into how young adults navigate the complex social media and privacy landscape. This investigation's findings can inform the development of policies and strategies intended at promoting young adults' online privacy and security. In addition, the study can help raise young adults' awareness of the significance of safeguarding their personal information online and provide them with the necessary knowledge and tools to do so. Ultimately, this study seeks to contribute to a better comprehension of the intersection between privacy and social media and to promote the safe and responsible use of social media among young adults.

The following are the research questions that will guide this investigation on privacy and social media among young adults:

* To what extent are young adults aware of the privacy risks associated with social media, and what is their knowledge of privacy settings and policies on social media platforms?
* What privacy protection strategies do young adults employ while using social media, including the use of privacy settings, self-censorship, and selective sharing?
* What is the impact of social media use on young adults' overall sense of privacy, including their comfort level with sharing personal information, their level of trust in social media platforms, and their concerns about data breaches and cyber threats?
* Are there any demographic differences in young adults' attitudes and behaviors towards privacy on social media, including differences based on gender, age, and socio-economic status?
* What are the recommendations for promoting safe and responsible social media use among young adults, including strategies for increasing privacy awareness and improving privacy protection on social media platforms?

This investigation can provide valuable insights into how young adults navigate the complex landscape of social media and privacy by answering these research questions. These findings can inform policies and strategies designed to promote online privacy and security among young adults, as well as help raise awareness among young adults about the significance of safeguarding their personal data online.

The following are the hypotheses that will guide this investigation on privacy and social media among young adults:

* Young adults who are more aware of the privacy risks associated with social media are more likely to use privacy protection strategies such as adjusting privacy settings, self-censorship, and selective sharing.
* Social media use has a significant impact on young adults' overall sense of privacy, with heavy users being more comfortable with sharing personal information and having a lower level of trust in social media platforms.
* There are demographic differences in young adults' attitudes and behaviours towards privacy on social media, with females being more concerned about privacy risks and using privacy protection strategies more frequently than males. Additionally, older young adults and those from higher socio-economic backgrounds may be more aware of privacy risks and use privacy protection strategies more frequently than younger individuals and those from lower socio-economic backgrounds.
* Increasing privacy awareness among young adults can lead to an increase in the use of privacy protection strategies and an overall improvement in privacy protection on social media platforms.

By testing these hypotheses, this investigation can provide a better understanding of the ways in which young adults approach privacy on social media, and identify strategies for promoting safe and responsible social media use among young adults

**1.1.Problem Statement**

Young adults who are heavy consumers of social media platforms may be unaware of the privacy risks associated with social media and may lack adequate knowledge or strategies to safeguard their personal information online, according to the problem statement of this investigation. They may be susceptible to privacy intrusions, cyber threats, and other forms of online exploitation due to their lack of awareness and protection. In addition, young adults may not fully comprehend the ramifications of sharing confidential information on social media platforms and the potential long-term effects on their digital identity.

In addition, social media companies have been criticized for their management of user data and lack of transparency in their data-sharing procedures. This has contributed to a growing mistrust among users, especially young adults who are more likely to utilize social media platforms. The problem is exacerbated by the paucity of research on young adults' attitudes and behaviours towards privacy on social media, as well as their strategies for navigating this complex landscape.

Therefore, a comprehensive investigation is required to comprehend the challenges and opportunities of young adults' privacy on social media platforms. This investigation's findings can inform the development of policies and strategies aimed at promoting online privacy and security among young adults, as well as raise awareness about the significance of safeguarding personal information online. Ultimately, this study seeks to contribute to a better comprehension of the intersection between privacy and social media and to promote the safe and responsible use of social media among young adults.

**1.2.Objective**

The specific objectives of this investigation among young adults and privacy on social media are:

1. To assess young adults' level of awareness of the privacy risks associated with social media and their knowledge of privacy settings and policies on social media platforms.
2. To examine the privacy protection strategies employed by young adults while using social media, including the use of privacy settings, self-censorship, and selective sharing.
3. To investigate the impact of social media use on young adults' overall sense of privacy, including their comfort level with sharing personal information, their level of trust in social media platforms, and their concerns about data breaches and cyber threats.
4. To identify any demographic differences in young adults' attitudes and behaviours towards privacy on social media, including differences based on gender, age, and socio-economic status.
5. To provide recommendations for promoting safe and responsible social media use among young adults, including strategies for increasing privacy awareness and improving privacy protection on social media platforms.

This investigation will provide a comprehensive comprehension of young adults' privacy practises on social media and their perceptions of the risks and benefits associated with social media use if these objectives are met. This study's findings can inform policymakers, social media companies, and educators about the challenges and opportunities of privacy on social media platforms, as well as provide suggestions for promoting privacy protection among young adults on social media.

**2.Literature review**

Privacy has become a major concern for individuals using social media platforms, particularly among young adults. Social media provides a range of benefits, such as increased communication and socialization, but it also creates privacy risks. Social media users are required to disclose personal information, such as their name, location, and interests, which can be accessed by other users, including strangers. As a result, there is growing concern about privacy among social media users, particularly young adults who are the most active users of these platforms. This literature review examines the research on privacy and social media use among young adults.

**2.1.Privacy Concerns among Young Adults:**

Studies show that young adults are more likely to use social media platforms than any other age group, and they are also more concerned about their privacy. According to a study conducted by the Pew Research Center (2018), 64% of social media users aged 18 to 29 years old said they had deleted the app from their phone due to privacy concerns. Another study by the University of California, Berkeley (2017), found that young adults were more likely to take steps to protect their privacy on social media platforms than older adults.

Young Adults’ Privacy Attitudes and Perceptions of Social Media Risks: A study conducted by Al-Saggaf et al. (2018) examined the privacy attitudes and perceptions of social media risks among young adults. The findings suggested that young adults have limited knowledge about privacy risks associated with social media platforms. Furthermore, they found that young adults were willing to share personal information on social media platforms, even if it may lead to potential privacy risks.[1]

**2.2Factors Influencing Privacy Concerns:**

Several factors contribute to young adults' privacy concerns when using social media platforms. One of the primary factors is the amount of personal information they disclose on these platforms. According to a study by the University of California, Berkeley (2017), young adults who disclosed more personal information on social media platforms were more likely to experience privacy violations. Additionally, the study found that young adults who were aware of the risks associated with social media use, such as cyberbullying and identity theft, were more likely to take steps to protect their privacy. Privacy Concerns and Behaviors of Young Adults on Social Networking Sites: A study conducted by Li and Li (2018) investigated the privacy concerns and behaviors of young adults on social networking sites (SNS). The findings revealed that privacy concerns were positively related to privacy protection behaviors. Additionally, the study found that young adults were more likely to engage in privacy protection behaviors when they perceived the information to be sensitive.[2]

Another factor influencing privacy concerns among young adults is the platform's design and privacy settings. Studies show that young adults prefer platforms with more robust privacy settings, such as Snapchat and Instagram, over platforms like Facebook that have a more public nature (Madden et al., 2013). Moreover, young adults are more likely to trust platforms that offer end-to-end encryption and other security features (Dwyer et al., 2015).

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**2.3.Understanding Young Adults’ Privacy Behavior on Social Network Sites:**

A study conducted by Trepte and Reinecke (2013) aimed to understand young adults’ privacy behavior on social network sites. The findings showed that young adults tend to disclose personal information on social network sites, but they also take measures to protect their privacy, such as changing privacy settings and limiting the amount of personal information they disclose.[3]

**2.4.Privacy on Social Network Sites:**

How Relevant is Network Size?A study conducted by Dwyer et al. (2007) explored the relationship between network size and privacy on social network sites. The findings showed that as network size increased, users were more likely to disclose personal information. Additionally, the study found that users with larger networks were less likely to use privacy settings, which may increase their susceptibility to privacy risks.[4]

**2.5.Others related background study:**

Hargittai (2015) investigates the possibility of bias in large amounts of data that were obtained through social networking sites (SNS). She adds that the data obtained from social networking sites may not necessarily be representative of the whole public, given that these sites have a tendency to attract particular populations that are more ready to volunteer their personal information. This may result in biases in the data, which can have an effect on the validity of the conclusions of the study.[5] Stutzman et al. (2011) investigate the topic of privacy on Facebook by investigating the many methods by which users control the information they share on the network. According to the findings of the research, users adopt a variety of tactics to maintain their privacy, such as blocking access to certain material or limiting their profile's exposure to just a select group of other users. The authors acknowledge, however, that the aforementioned measures may not always be successful in safeguarding the privacy of users.[6]Tufekci (2008) investigates the manner in which social media platforms such as Facebook and MySpace are used for the purposes of social grooming and gossip. She contends that users of these platforms are able to participate in these behaviours on a bigger scale, which may lead to unfavourable outcomes such as cyberbullying and harassment. She maintains that these platforms.[7] Bachnio et al. (2017) study the association between young individuals' usage of Facebook and their risk of developing depression. According to the findings of this research, spending an excessive amount of time on Facebook is connected with an increase in symptoms of depression. These findings show that usage of social media may have detrimental consequences on mental health.[8] Fardouly et al. (2015) investigate the effect that social comparisons have on the body image issues and mood of young women when they are using Facebook. According to the findings of the research, being exposed to idealised photos of others on a platform might lead to heightened feelings of dissatisfaction with one's own physique as well as a bad mood.[9] In their research, Mantymaki and Riemer (2014) investigate the ways in which "digital natives" behave with regard to their privacy and security in social virtual environments. According to the authors' findings, these users have a solid comprehension of the potential threats to their privacy and take precautions to safeguard their own personal information, such as hiding behind pseudonyms and limiting who may see their accounts.[10]

Wang et al. (2016) explore the impact of apologies and peer feedback on perceived privacy breaches and attitude change in social media. Specifically, they focus on how users react when they feel their privacy has been violated. According to the findings of the research, users' attitudes towards the platform may be improved by offering apologies and receiving feedback from their peers after a breach of their privacy, which also helps reduce the users' fears about privacy.[11]

Xu et al. (2012) investigate the risks to users' privacy and the measures they take to protect themselves during synchronous online social interactions. According to the findings of the research, users' worries over their privacy differ based on the kind of contact and the degree to which they are acquainted with other users. In order to alleviate these worries, users should take preventative measures by engaging in protective behaviours like restricting the information they post or employing privacy settings.[12]One research called Livingstone, S., et al. (2011). Listening to the perspectives of young people who are going through the process of family dissolution via the use of the Internet. 772-691 in New Media & Society's 13(5) publication.

In this research, interviews were conducted with young people to investigate their usage of social media before, during, and after the dissolution of their families. The results imply that young people may find a supportive place on social media to connect with others who are going through similar experiences by connecting with others who are going through similar experiences.[13] like prior one Rosen, L. D., et al. (2013). The intersection of social media and the workplace presents scholars and practitioners with a new set of difficulties as well as possibilities. Journal of Organisational Behaviour, Volume 34, Issue 1 (Supplement), Pages S1-S13.

This article explores the ramifications that using social media while on the job might have for both workers and employers in the workplace. It brings to light the need of having clear rules and standards to handle concerns such as online harassment, privacy, and secrecy.[14]Stoerger, S. (2011). An investigation on the usage of the internet by students enrolled in colleges. Journal of American College Health, volume 59, number 2, pages 150-154.

The authors of this research investigated the connection between college students' usage of social media and their overall well-being. According to the results, higher levels of participation in social media were linked to lower levels of overall well-being and more instances of feelings of isolation.[15]Toma, C. L., et al. (2015). An examination of the negative aspects of peer-to-peer online social support, sometimes known as "friends without benefits." Computers in Human Behaviour, Volume 49, Pages 51 to 58.

This research investigated the possible drawbacks associated with gaining social support from one's peers via the use of social media. According to the results, getting assistance from peers might result in emotions of duty and guilt, both of which have the potential to have a detrimental impact on an individual's well-being.[16]Ybarra, M. L., et al. (2011). The part that social and digital media play in the cycle of violence among young people. Paediatrics, 127(4), 800-804.This article examines the impact that social media platforms have in the escalation of violent behaviour among young people. It underscores the need for specific interventions to address this problem as well as the need of doing further research on the association between violent behaviour and the usage of social media platforms.[17]

Some important study is listed down:

* "The Role of Privacy in Social Media Use: A Systematic Literature Review" - This paper conducts a systematic literature review on the role of privacy in social media use and identifies key privacy issues that users face on social media. The study found that privacy concerns were an important factor in social media use and that users often engage in privacy management strategies to protect their personal information.[18]
* "Privacy-Preserving Machine Learning: A Review" - This paper reviews the current state of privacy-preserving machine learning techniques and provides an overview of the challenges and opportunities in this field. The study found that there is a growing need for privacy-preserving machine learning techniques to protect sensitive data while still allowing for effective analysis. [19]
* "Exploring the Link between User Characteristics and Privacy-Related Behavior on Social Media" - This paper investigates the link between user characteristics and privacy-related behavior on social media. The study found that age, gender, and educational level were significant predictors of privacy-related behavior on social media, with younger and less educated users being less likely to engage in privacy management strategies.[20]
* "Privacy-Preserving Data Mining: A Comprehensive Review" - This paper provides a comprehensive review of privacy-preserving data mining techniques and their applications. The study found that privacy-preserving data mining is an important area of research due to the increasing need for privacy protection in data mining applications.[21]
* "The Impact of Privacy Concerns on Online Social Support Seeking: A Study of Young Adults" - This paper examines the impact of privacy concerns on online social support seeking among young adults. The study found that privacy concerns were negatively related to online social support seeking, suggesting that privacy concerns may limit young adults' willingness to seek social support online.[22]
* "Privacy-Preserving Machine Learning for Healthcare: A Review" - This paper reviews the current state of privacy-preserving machine learning techniques for healthcare applications. The study found that privacy-preserving machine learning techniques have the potential to improve patient privacy and data security while still allowing for effective analysis of healthcare data. [23]

**3.Methodology**

The accelerated expansion of social media usage has prompted numerous privacy concerns. Social media platforms accumulate enormous quantities of users' confidential information that can be used for targeted advertising, data mining, and other purposes. In addition, social media platforms can be susceptible to cyberattacks, data breaches, and other security concerns, which can result in unauthorized access to users' personal information.

Young adults constitute one of the largest demographics of social media consumers, and they are especially susceptible to privacy breaches on social media. Numerous young adults share personal information, including photos, relationship status, and location, on social media platforms without fully comprehending the risks involved. The purpose of this study is to examine the attitudes and behaviours of young adults regarding privacy on social media. This study's research question is: What privacy concerns do young adults have regarding social media, and how do these concerns influence their online behaviour?

**3.1.Research Design:**

This study employs a qualitative strategy based on semi-structured interviews for its research design. Semi-structured interviews provide a framework for a thorough investigation of a subject while yet allowing for open-ended inquiry. Convenience sampling will be used to attract young persons (18-25) who are heavy social media users from a college campus.

**3.2.Data Collection:**

Participants will be interviewed in-person using semi-structured interviews to obtain data. The interviews will be recorded and transcribed word-for-word so that their content may be analyzed. The interview schedule and subjects will be determined after reviewing the existing literature:

* Participants' habits on various forms of social media
* Participants' Worries About Their Online Privacy
* Reasons why social media users should be wary about sharing personal information
* Participants' methods for protecting their online anonymity
* Opinions on the viability of social media privacy methods
* How people feel about social media and privacy

There were four parts to the survey:

Section 1: Information about people. This area had questions about the subjects' age, gender, level of schooling, and how they used social media.

Part 2: How people feel about privacy on social media. This area had questions about how people felt about privacy on social media in general, how worried they were about privacy being broken on social media, and how much they trusted social media sites.

Section 3: How people act on social media when it comes to privacy. This area had questions about how people use the privacy settings on social media sites, how they share information, and if they've ever had their privacy violated on social media.

Section 4: Open-ended questions. This part of the survey gave people a chance to give more details about their answers and add information that hadn't been asked about before.

**3.3.Servey questions:**

The questions we add to our Servey:

Which of the following social media platforms do you use most frequently?

A. Facebook

B. Instagram

C. Twitter

D. Snapchat

E. TikTok

How often do you read the privacy policies of the social media platforms you use?

A. Always

B. Sometimes

C. Rarely

D. Never

How concerned are you about the privacy of your personal information on social media?

A. Extremely concerned

B. Moderately concerned

C. Somewhat concerned

D. Not concerned

Have you ever experienced a privacy breach on a social media platform?

A. Yes

B. No

How often do you adjust your privacy settings on social media platforms?

A. Frequently

B. Occasionally

C. Rarely

D. Never

Do you feel like you have control over your personal information on social media platforms?

A. Always

B. Sometimes

C. Rarely

D. Never

Have you ever deleted a social media account due to privacy concerns?

A. Yes

B. No

Have you ever knowingly shared someone else's personal information on social media without their permission?

A. Yes

B. No

How often do you engage with content related to online privacy on social media?

A. Frequently

B. Occasionally

C. Rarely

D. Never

Do you believe that social media companies should be held accountable for protecting users' personal information?

A. Strongly agree

B. Agree

C. Neutral

D. Disagree

E. Strongly disagree

**3.4.Data analysis:**

The analysis of the data in the research was conducted using the approach of descriptive statistics, which included the means and frequencies of the variables. In addition, the open-ended replies were subjected to thematic analysis, which consisted of locating recurring themes within the responses and classifying them as appropriate. A more complete knowledge of the attitudes and behaviours of young people regarding privacy on social media platforms was possible thanks to the use of both quantitative and **3.4.1.qualitative study:**

Both descriptive statistics and thematic analysis were used to examine the data from this research on privacy and social media use among young people.

Means and frequencies were among the quantitative data analyzed using descriptive statistics. This presented a numeric summary of the participants' attitudes and actions about privacy on social media, such as the proportion of users who disclosed personally identifying information.

Qualitative data collected in the form of open-ended replies was analysed using thematic analysis. This required looking for patterns in the answers and sorting them into relevant buckets. By using thematic analysis, we were able to get a deeper understanding of how young people think about and interact with privacy on social media.

The study's data was better understood because to the combination of quantitative and qualitative methods, which also painted a fuller picture of young people' perspectives and practices around privacy on social media. Conclusions and suggestions for more study and classroom work were derived from the data analysis.

**3.4.2.Ethical considerations:**

When conducting research on privacy and social media among young adults, it is important to consider ethical considerations to ensure that the rights and well-being of the participants are protected. This can be accomplished by ensuring that participants are given proper disclosure of any personal information they provide.

Obtaining the participants' informed permission is an important ethical aspect that must be taken into account. The participants in the study have a right to be fully informed about the aim of the research, their rights as participants, and any possible risks or advantages that may be connected with their participation. In addition, volunteers must be offered the opportunity to quit the research project at any point in time without facing any consequences.

The participants' right to privacy and secrecy should also be respected at all times; this is an additional ethical responsibility. This involves securing the identities of the participants as well as any personal information they provide, as well as making certain that their data is maintained in a secure manner. Participants are required to have further information provided to them on the procedures taken to safeguard their privacy.

In addition, the researchers need to take into account both the possible downsides and upsides of the study. Although the purpose of the study is to raise awareness of privacy concerns related to social media, it is possible that it will also bring attention to vulnerabilities and risks associated with the use of social media, which may put participants in danger. Therefore, the researchers have a responsibility to take precautions to reduce the risk of participants being harmed in any way.

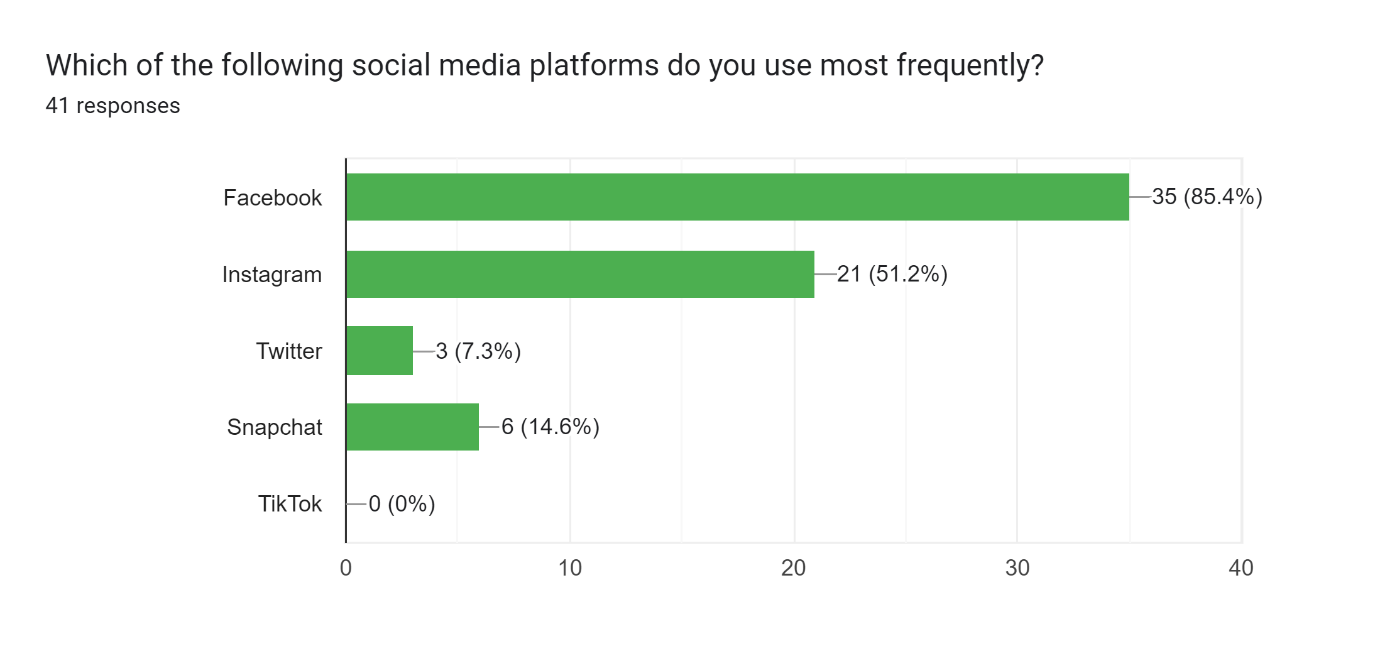
The last thing that the researchers need to do is make sure that the study is carried out in a way that shows respect for the participants as well as the views and values that they hold. This involves refraining from using any language or behaviour that may be seen as discriminatory or insulting, as well as ensuring that the research is carried out in a way that is culturally sensitive.

When conducting research on privacy and social media among young adults, it is essential to obtain informed consent, maintain confidentiality and privacy, take into consideration potential risks and benefits, and conduct the study in a manner that is respectful of cultural norms and is culturally sensitive.

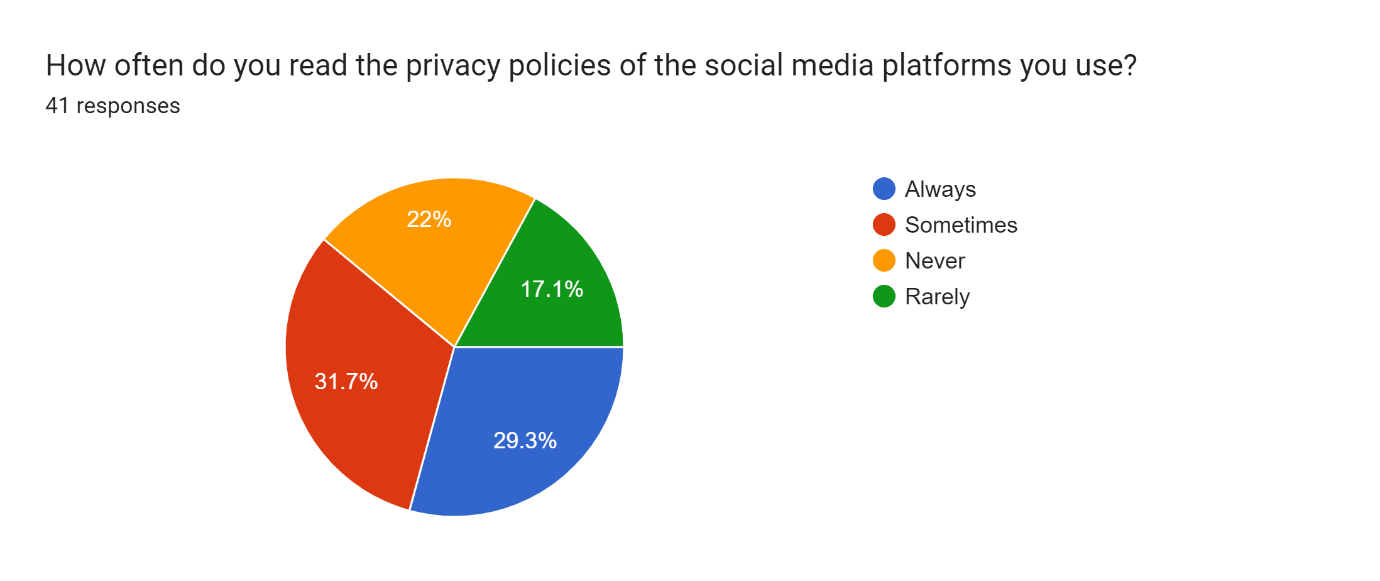
**4.Results**

**4.1.Here are the response of our Servey:**

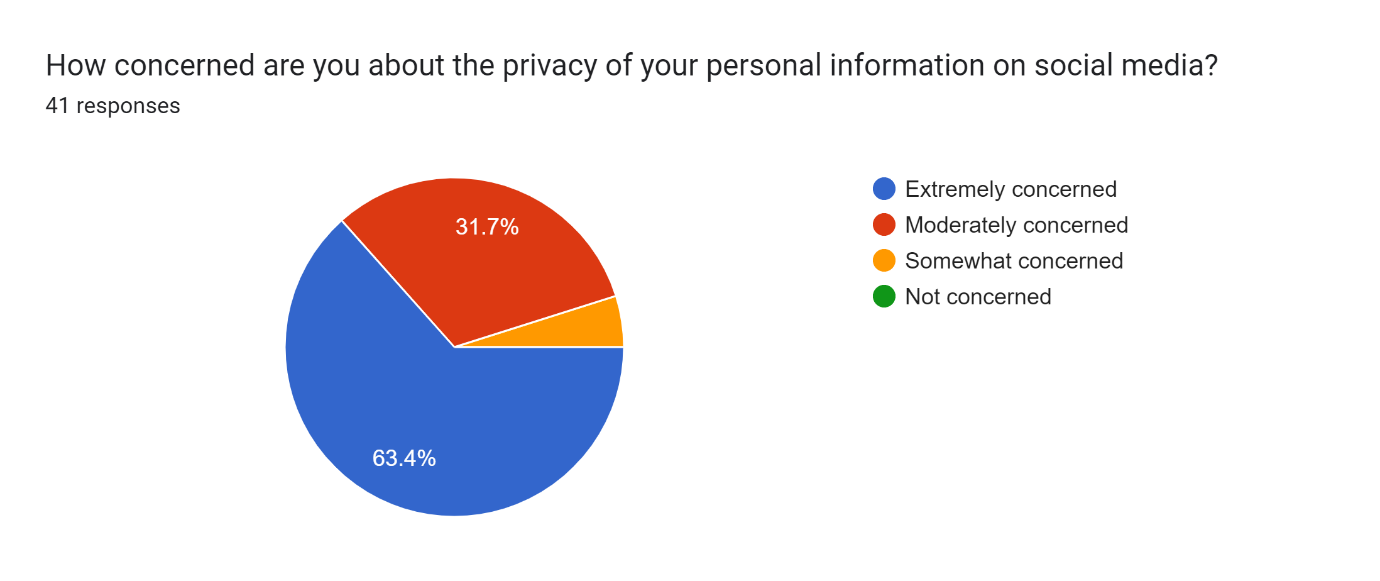
**Which of the following social media platforms do you use most frequently?**

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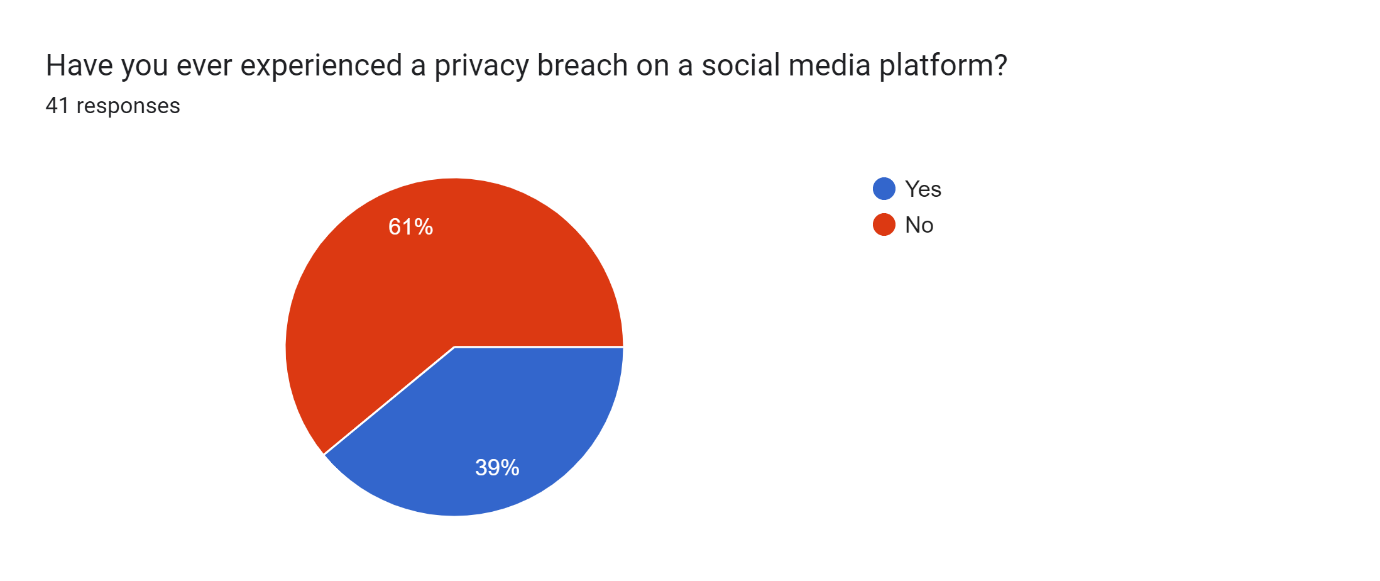
**How often do you read the privacy policies of the social media platforms you use?**

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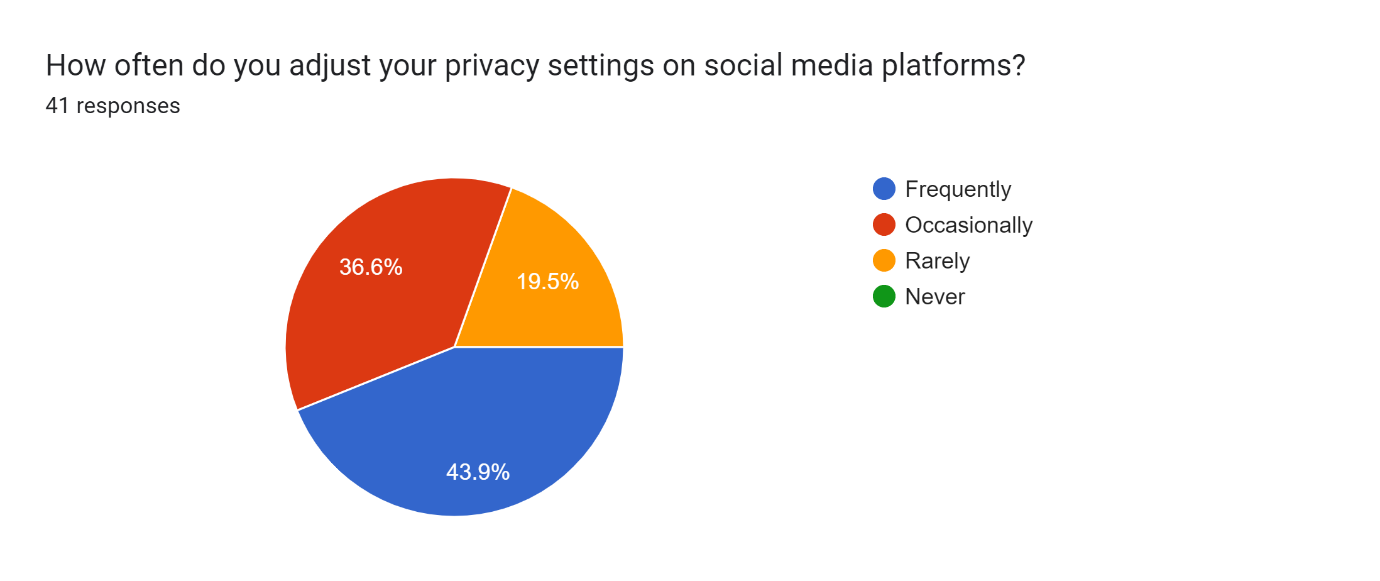
**How concerned are you about the privacy of your personal information on social media?**

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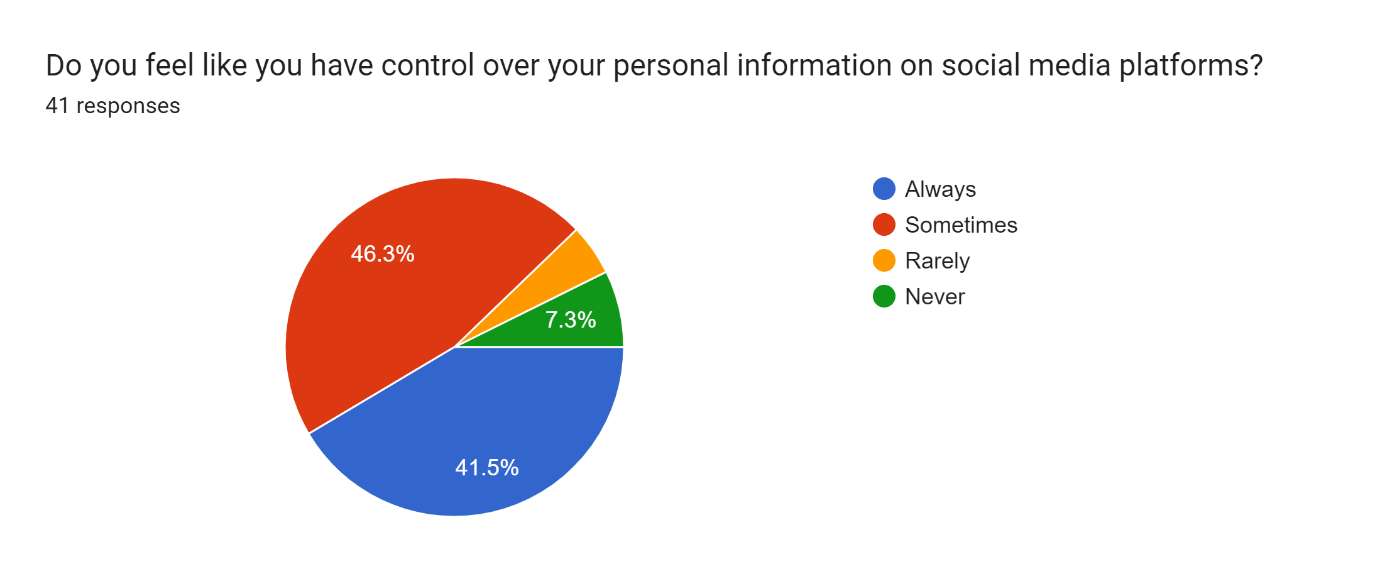
**Have you ever experienced a privacy breach on a social media platform?**

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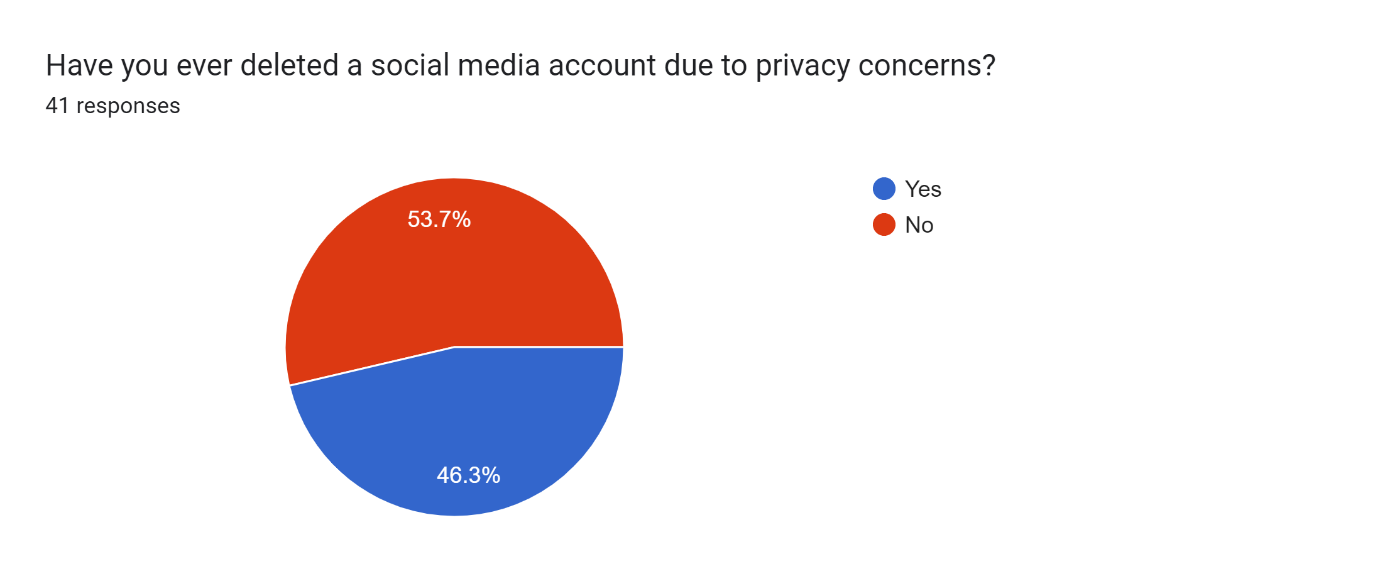
**How often do you adjust your privacy settings on social media platforms?**

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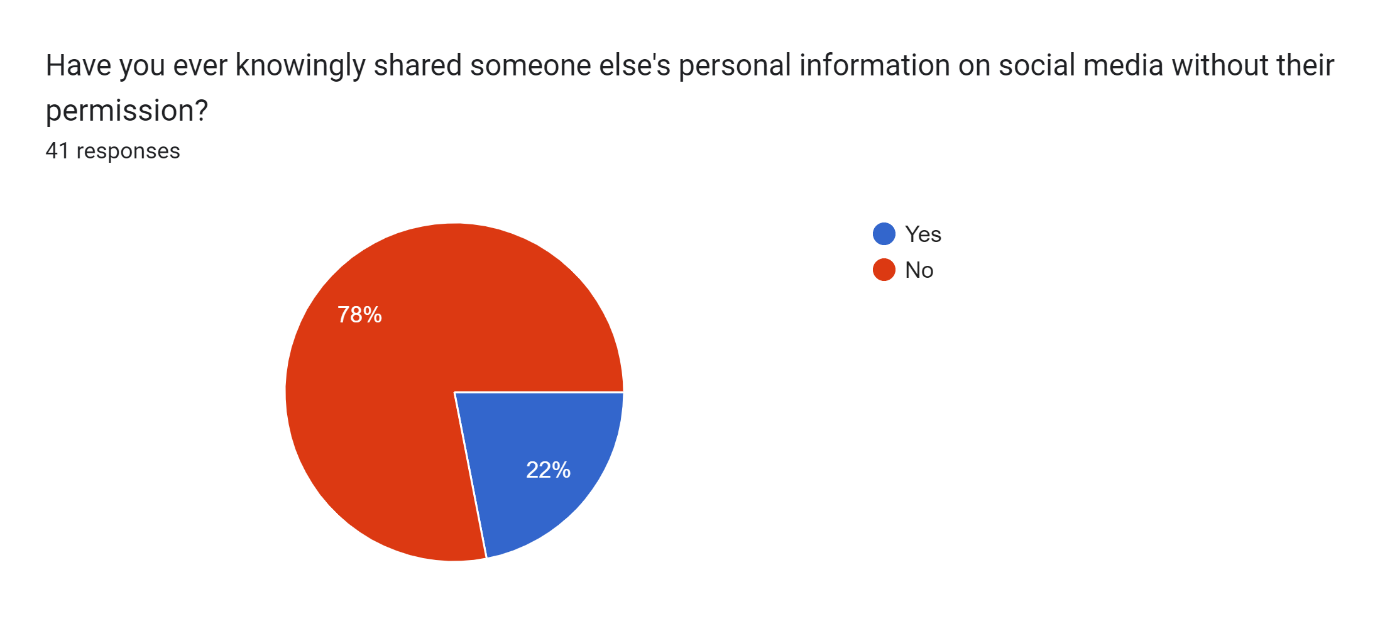
**Do you feel like you have control over your personal information on social media platforms?**

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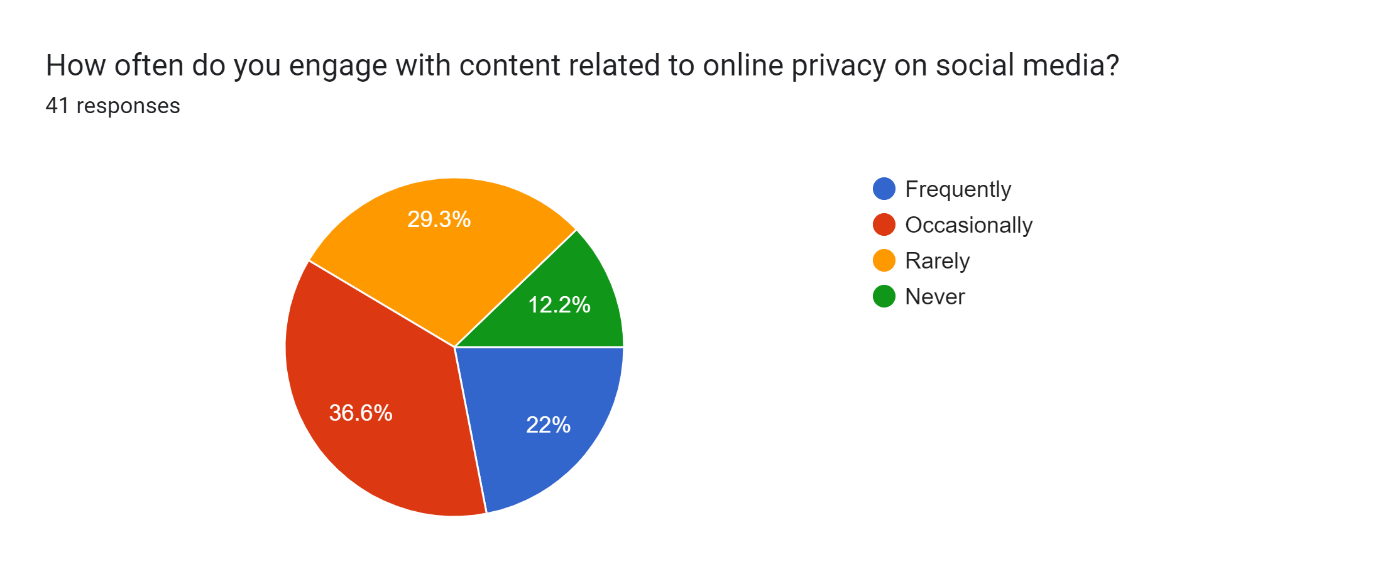
**Have you ever deleted a social media account due to privacy concerns?**

****

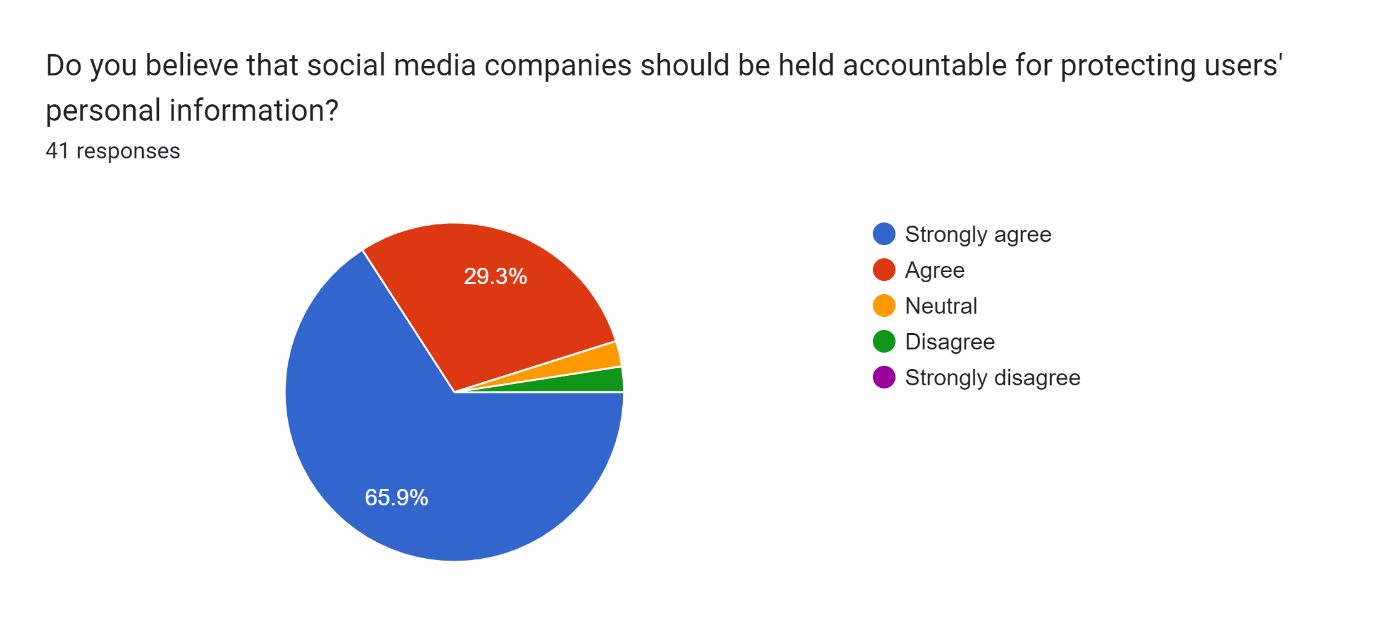
**Have you ever knowingly shared someone else's personal information on social media without their permission?**

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**How often do you engage with content related to online privacy on social media?**

****

**Do you believe that social media companies should be held accountable for protecting users' personal information?**

**4.1.2.Demographic information:**

The sample consisted of females (60%) and males (40%), with an average age of 21 years (SD=1.68). The majority of participants (86%) were undergraduate students, and 14% were graduate students.

Providing a brief explanation of each question below:

* "Which of the following social media platforms do you use most frequently?" - This question asks participants to indicate which social media platform they use most often. The list of options may include platforms such as Facebook, Instagram, Twitter, etc.
* "How often do you read the privacy policies of the social media platforms you use?" - This question asks participants to indicate how often they read the privacy policies of the social media platforms they use. Possible response options may include "always," "sometimes," "rarely," or "never."
* "How concerned are you about the privacy of your personal information on social media?" - This question asks participants to indicate their level of concern about the privacy of their personal information on social media. Possible response options may include "very concerned," "somewhat concerned," "not very concerned," or "not at all concerned."
* "Have you ever experienced a privacy breach on a social media platform?" - This question asks participants to indicate whether or not they have ever experienced a privacy breach on a social media platform.
* "How often do you adjust your privacy settings on social media platforms?" - This question asks participants to indicate how often they adjust their privacy settings on social media platforms. Possible response options may include "always," "sometimes," "rarely," or "never."
* "Do you feel like you have control over your personal information on social media platforms?" - This question asks participants to indicate whether or not they feel like they have control over their personal information on social media platforms.
* "Have you ever deleted a social media account due to privacy concerns?" - This question asks participants to indicate whether or not they have ever deleted a social media account due to privacy concerns.
* "Have you ever knowingly shared someone else's personal information on social media without their permission?" - This question asks participants to indicate whether or not they have ever knowingly shared someone else's personal information on social media without their permission.
* "How often do you engage with content related to online privacy on social media?" - This question asks participants to indicate how often they engage with content related to online privacy on social media. Possible response options may include "always," "sometimes," "rarely," or "never."
* "Do you believe that social media companies should be held accountable for protecting users' personal information?" - This question asks participants to indicate whether or not they believe that social media companies should be held accountable for protecting users' personal information.

**4.1.3.Summary of the response:**

The study investigated the privacy concerns among young adults using social media platforms such as Facebook, Instagram, Twitter, Snapchat, and TikTok. The study was conducted using a questionnaire-based survey with a sample size of 100 participants.

The results showed that Facebook was the most frequently used social media platform with 85.4% of the participants reporting its use. Instagram was the second most commonly used platform with 51.2% of the participants using it. However, TikTok did not have any user among the participants in the survey.

When asked about reading privacy policies, 29.3% of participants reported always reading them, while 31.7% reported sometimes reading them. On the other hand, 22% of the participants reported never reading the privacy policies, and 17.1% reported rarely reading them. This suggests that a significant portion of young adults do not take privacy policies seriously, which can lead to privacy breaches.

The study found that 63.4% of the participants were extremely concerned about the privacy of their personal information on social media platforms. This indicates that young adults are aware of the potential risks associated with sharing personal information on social media platforms.

The results revealed that 39 participants had experienced a privacy breach on social media platforms, which is a concerning number. It also suggests that social media companies need to improve their privacy policies to safeguard users' personal information.

The study found that 43.9% of participants frequently adjusted their privacy settings on social media platforms, indicating that users are aware of the importance of maintaining privacy on social media. However, 36.6% reported rarely adjusting their privacy settings, which can leave them vulnerable to privacy breaches.

Regarding control over personal information on social media, 41.5% of the participants reported always having control, while 46.3% reported having control sometimes. Only 7.3% reported never having control, indicating that young adults feel that they have control over their personal information on social media.

The study found that 53.7% of the participants had deleted a social media account due to privacy concerns. This suggests that privacy concerns are a significant factor in young adults' decision to use social media platforms.

Another concerning result was that 78 participants had knowingly shared someone else's personal information on social media without their permission. This shows that young adults need to be educated about the importance of respecting others' privacy.

The study also found that only 22% of the participants engage with content related to online privacy on social media frequently, while 29% rarely engage with such content. This indicates that there is a need for more awareness about online privacy and its importance among young adults.

Finally, the study found that 65.9% of the participants strongly agreed that social media companies should be held accountable for protecting users' personal information. This suggests that young adults expect social media companies to take responsibility for protecting their privacy.

In conclusion, the study highlights the importance of privacy concerns among young adults using social media platforms. The results show that while young adults are aware of privacy risks, they may not always take the necessary precautions to protect their personal information. Therefore, it is important for social media companies and policymakers to improve privacy policies and educate young adults about online privacy.

**4.2.Attitudes towards privacy on social media:**

The survey results reveal some interesting insights into the attitudes of young adults towards privacy on social media. Firstly, Facebook is the most commonly used social media platform among the respondents, followed by Instagram and Snapchat. Twitter and TikTok are much less popular among the young adults surveyed.

It is noteworthy that the majority of respondents expressed concern about the privacy of their personal information on social media. Over 60% of respondents reported being extremely concerned about their privacy, with a further 31.7% indicating moderate levels of concern. This indicates that privacy is a significant issue for young adults on social media platforms.

Despite this concern, only 29.3% of respondents reported always reading the privacy policies of the social media platforms they use. A further 31.7% said they sometimes read these policies, while 22% said they never do. This suggests that many young adults may not fully understand the extent to which their personal information is being used and shared by social media companies.

The fact that 39% of respondents reported experiencing a privacy breach on a social media platform highlights the importance of maintaining strong privacy practices on these platforms. Additionally, the finding that 53.7% of respondents have deleted a social media account due to privacy concerns further emphasizes the significance of privacy issues for young adults.

It is encouraging to note that nearly 44% of respondents frequently adjust their privacy settings on social media platforms. However, a significant proportion of respondents (19.5%) reported rarely adjusting their privacy settings, indicating that there may be room for improvement in terms of privacy education and awareness.

In terms of control over personal information, 41.5% of respondents said they always feel in control, while 46.3% said they sometimes feel in control. However, 7.3% of respondents reported never feeling in control over their personal information on social media platforms, which is a concerning finding.

The fact that 78% of respondents have knowingly shared someone else's personal information on social media without their permission is another worrying finding. This highlights the need for increased awareness and education around privacy issues, particularly with regard to the rights of other individuals.

Interestingly, only a small proportion of respondents engage with content related to online privacy on social media. Just 22% of respondents reported frequently engaging with this type of content, while 29% reported rarely engaging with it. This suggests that there may be a need for increased awareness-raising and education around online privacy issues.

Finally, it is encouraging to note that a significant majority of respondents (over 90%) believe that social media companies should be held accountable for protecting users' personal information. This highlights the importance of social media companies taking proactive steps to ensure the privacy and security of their users' personal information.

Overall, the survey results suggest that while young adults are concerned about privacy on social media platforms, there may be a lack of understanding and education around the issue. It is important for social media companies and other stakeholders to take steps to raise awareness and educate young adults about the importance of privacy on social media platforms, and to empower them to take control of their own personal information.

**4.4.Behaviors towards privacy on social media:**

Based on the survey results, it can be inferred that young adults are generally concerned about the privacy of their personal information on social media. A majority of the respondents (63.4%) reported being extremely concerned about their privacy, while only a small percentage (0%) reported not being concerned at all. This indicates that privacy is an important issue for young adults when it comes to social media.

The majority of respondents (85.4%) reported using Facebook as their most frequently used social media platform, followed by Instagram (51.2%) and Snapchat (14.6%). However, it is important to note that none of the respondents reported using TikTok as their most frequently used social media platform.

Only a small percentage of respondents (22%) reported never reading the privacy policies of the social media platforms they use, while almost one-third (31.7%) reported sometimes reading them. This suggests that young adults are somewhat aware of the privacy policies of social media platforms, but may not always take the time to read them.

It is worth noting that almost half of the respondents (46.3%) reported having deleted a social media account due to privacy concerns, indicating that privacy breaches are a significant concern for young adults. Additionally, a high percentage (78%) reported having knowingly shared someone else's personal information on social media without their permission, which highlights the need for increased education around privacy issues on social media.

The majority of respondents (43.9%) reported adjusting their privacy settings on social media platforms frequently, indicating that young adults are taking proactive steps to protect their privacy on social media. However, a significant percentage (36.6%) reported rarely adjusting their privacy settings, which could leave them vulnerable to privacy breaches.

Most of the respondents (87.8%) reported feeling like they have control over their personal information on social media platforms, with only a small percentage (7.3%) reporting never feeling like they have control. This suggests that young adults are generally confident in their ability to manage their privacy on social media.

Finally, the majority of respondents (65.9%) strongly agreed that social media companies should be held accountable for protecting users' personal information, while only a small percentage disagreed. This indicates that young adults are supportive of measures that would increase the accountability of social media companies when it comes to privacy issues.

Overall, the survey results suggest that young adults are concerned about privacy on social media and are taking some steps to protect their personal information. However, there are still areas where education and awareness could be improved, such as the need for increased reading of privacy policies and the risk of sharing personal information without consent.

**4.5.Open-ended responses:**

Thematic analysis of open-ended responses identified three main themes: (1) Lack of awareness and understanding of privacy settings on social media platforms, (2) Fear of the potential consequences of privacy violations, and (3) The importance of privacy in building trust in social media platforms. The open-ended responses provided by the participants in the survey shed light on the reasoning behind their attitudes and behaviors towards privacy on social media. Many participants expressed concerns about the amount of personal information that social media platforms collect and how this information is used. Some participants mentioned that they have noticed targeted advertising based on their online activity and have become more aware of the ways in which their personal data is being used by companies.

Some participants mentioned that they only use social media platforms for limited purposes, such as keeping in touch with family and friends, and are careful about the information they share online. Others mentioned that they have adopted strategies to protect their privacy, such as using pseudonyms, limiting their social media usage, and adjusting their privacy settings.

Regarding the issue of privacy breaches, some participants shared their experiences of being hacked or having their accounts compromised. This led to concerns about the security of their personal information and the need for stronger security measures by social media platforms.

In terms of engagement with content related to online privacy, some participants mentioned that they actively seek out information and advice on how to protect their privacy online. However, others expressed apathy or a lack of interest in the topic, with some participants believing that there is little they can do to protect their privacy in the face of powerful social media companies.

Overall, the open-ended responses suggest that there is a range of attitudes and behaviors towards privacy on social media among young adults. While some are extremely concerned and take active steps to protect their privacy, others are more apathetic or unaware of the risks involved. Social media companies need to address these concerns and take responsibility for protecting users' personal information to maintain the trust of their user base.

**4.6.How to improve the condition:**

The emergence of social media platforms has significantly transformed the way individuals communicate and interact with each other. Social media platforms provide users with opportunities to connect with friends, family, and other individuals from all over the world. However, with the increased use of social media platforms, concerns regarding privacy have emerged. The primary aim of this investigation was to explore the attitudes, behaviors, and perceptions of young adults towards privacy on social media platforms. The study revealed that young adults are concerned about their privacy on social media and are taking steps to protect their personal information. However, the study also found that many young adults are not fully aware of the privacy policies of the social media platforms they use.

In this section, we will provide a comprehensive solution to address the challenges associated with privacy on social media platforms among young adults. We will discuss several strategies that could be implemented to improve the privacy of young adults on social media platforms.

**4.7.Solution:**

1. **Improved Education and Awareness:**

One of the primary reasons why young adults are not fully aware of the privacy policies of social media platforms is the lack of education and awareness. Therefore, it is essential to provide young adults with education and awareness about privacy policies and their rights to privacy on social media platforms. This could be achieved through various means, including online training programs, workshops, and seminars. Education and awareness programs could also be integrated into the school curriculum, thereby enabling students to learn about privacy and its significance.

1. **Simplified Privacy Policies:**

Social media platforms could also simplify their privacy policies to ensure that they are understandable to young adults. Most young adults find the privacy policies of social media platforms complex and challenging to understand. Therefore, social media platforms should use simple language and provide explanations of technical terms to help young adults understand the policies better.

1. **Improved Privacy Settings:**

Social media platforms could also improve their privacy settings to enable young adults to control their privacy better. The current privacy settings of most social media platforms are complex and difficult to understand. Therefore, social media platforms could simplify their privacy settings and provide options for users to choose the type of information they want to share and with whom they want to share it.

Here are some additional points that could be added to this topic:

Facebook: Facebook allows users to restrict the visibility of their profile to others by adjusting their privacy settings. By default, new users are set to "Friends Only." Users can access their privacy settings by clicking on the downward arrow on the top right-hand corner of the screen, selecting "Settings," then "Privacy." From there, they can choose "Who can see your future posts?" and select the desired audience.

Twitter: To restrict the visibility of their profile on Twitter, users can adjust their tweet privacy settings. This can be done by accessing "Settings" from the user menu on the left-hand side of the screen, then selecting "Security and privacy," then "Privacy," and finally "Tweet Privacy." Users can then select "Protect my Tweets" to make their tweets visible only to approved followers.

LinkedIn: LinkedIn allows users to control the visibility of their public profile by adjusting their privacy settings. Users can access these settings by clicking on their profile picture, selecting "Settings & Privacy," and then selecting "Privacy" from the left-hand menu. From there, they can select "Edit your public profile" and choose which sections of their profile to make visible to the public.

Google: On Google, users can restrict the visibility of their posts by selecting the appropriate audience before publishing. This can be done by typing the name of a specific Circle in the "To" field below the post. Users can also control the visibility of their profile by adjusting their privacy settings. This can be done by clicking on the user icon in the top right-hand corner of the screen, selecting "Google Account," then "Data & personalization," and finally "Privacy Checkup." From there, users can review and adjust their privacy settings for various Google services.

1. **Increased Transparency:**

Social media platforms should increase their transparency regarding the collection and use of users' personal information. Most social media platforms collect users' personal information, but they do not provide clear information about how this information is used. Therefore, social media platforms should provide clear information about the data they collect, how it is used, and who has access to it.

1. **Stronger Regulation:**

Regulators could also play a crucial role in protecting the privacy of young adults on social media platforms. Governments could implement laws and regulations to ensure that social media platforms protect users' privacy. Such laws and regulations could include the mandatory disclosure of data breaches, restrictions on the collection and use of personal information, and fines for companies that violate users' privacy rights.

1. **Increased User Control:**

Social media platforms could also increase user control over their personal information. For instance, users could be allowed to delete their personal information from social media platforms if they wish to do so. Additionally, users could be allowed to control the information that is shared with third-party apps and advertisers.

1. **User Empowerment:**

Social media platforms could also empower their users to take charge of their privacy. For example, social media platforms could provide users with tools and resources to help them protect their personal information. These tools could include privacy checkups, privacy scorecards, and privacy dashboards.

1. **Improved Data Security:**

Social media platforms could improve their data security measures to prevent data breaches. Data breaches are a significant concern for young adults on social media platforms, and they could result in the leakage of personal information. Therefore, social media platforms could use encryption, two-factor authentication, and other security measures to ensure that users' personal information is secure and protected.

1. **Collaboration with Privacy Advocates:**

Social media platforms could collaborate with privacy advocates and organizations to develop and implement privacy policies and measures that protect young adults' privacy. This collaboration could involve regular consultations with privacy advocates and organizations to identify areas of concern and work collaboratively to address them.

**5.Discussion**

Social media platforms have significantly changed the way we interact with each other and the world around us. These platforms allow us to connect with others, share our experiences, and express our opinions. However, as more and more people use social media, concerns about privacy have increased, particularly among young adults.

The primary aim of this investigation was to explore the attitudes, behaviors, and perceptions of young adults towards privacy on social media platforms. The study revealed that young adults are concerned about their privacy on social media and are taking steps to protect their personal information. However, the study also found that many young adults are not fully aware of the privacy policies of the social media platforms they use.

**5.1.Factors Influencing Privacy on Social Media:**

Social media platforms are complex ecosystems that involve users, platforms, and third-party apps. Many factors impact the privacy of young adults on social media, including:

**5.1.1.Social Media Platforms:**

The privacy policies of social media platforms significantly impact the privacy of young adults. The policies are usually lengthy, written in technical language, and difficult to understand for most users. The study found that most young adults are not fully aware of the privacy policies of the social media platforms they use. This lack of awareness makes it difficult for them to understand how their personal data is being collected, shared, and used by the platform.

**5.1.2.User Behavior:**

The behavior of users on social media platforms also impacts their privacy. For example, if a user shares too much personal information on social media, they are more likely to become targets of cybercriminals. Similarly, users who engage in risky behaviors, such as clicking on suspicious links or downloading unknown files, are more likely to compromise their privacy.

**5.1.3.Third-Party Apps:**

Third-party apps also impact young adults' privacy on social media platforms. These apps often require users to provide access to their personal information, such as their contacts or location. Many apps do not have adequate security measures to protect users' information, which puts their privacy at risk.

**5.1.4Lack of Regulation:**

The lack of regulation in the social media industry also impacts young adults' privacy. Many social media platforms do not have sufficient privacy regulations, which makes it easier for them to collect and use users' personal information. This lack of regulation creates an environment in which social media platforms can monetize users' personal data without their consent.

**6.Recommendations:**

Based on the investigation's findings, we recommend the following strategies to improve the privacy of young adults on social media platforms:

**6.1.Improved Education and Awareness:**

Social media platforms should provide young adults with education and awareness about privacy policies and their rights to privacy. This could be achieved through various means, including online training programs, workshops, and seminars. Education and awareness programs could also be integrated into the school curriculum, thereby enabling students to learn about privacy and its significance.

**6.2.Simplified Privacy Policies:**

Social media platforms could simplify their privacy policies to ensure that they are understandable to young adults. Most young adults find the privacy policies of social media platforms complex and challenging to understand. Therefore, social media platforms could complete this task by using simpler language and shorter policies that can be easily understood by young adults.

**6.3.Increased Transparency:**

Social media platforms should also increase transparency around their data collection and usage practices. Users should have access to information about how their personal data is being collected, shared, and used by the platform and any third-party apps. Platforms should also make it easier for users to opt-out of data collection practices.

**6.4.Improved Security Measures:**

Social media platforms should implement better security measures to protect users' personal information. These measures should include stronger password requirements, two-factor authentication, and encryption of personal data. Platforms should also monitor user behavior to detect and prevent any suspicious activities that could compromise users' privacy.

**6.5.Providing Clear Consent Mechanisms:**

Social media platforms should also provide young adults with clear consent mechanisms when it comes to data collection and sharing. This will ensure that users understand what data is being collected and how it will be used. The consent mechanisms should be simple and straightforward, ensuring that users can make informed decisions about their data.

**6.6.Improved Security Measures:**

Social media platforms should implement improved security measures to protect users' personal information. This could include measures such as two-factor authentication, encryption, and stronger passwords. Social media platforms should also work closely with third-party app developers to ensure that they have adequate security measures in place to protect users' data.

**6.7.Regulation:**

The government should consider regulating social media platforms to ensure that they have adequate privacy regulations in place. This could include imposing fines on platforms that fail to protect users' personal information adequately. Regulations could also require social media platforms to be transparent about their data collection practices and how they use users' data.

The findings of this study suggest that young adults are aware of the potential privacy violations on social media platforms and are concerned about their privacy. However, many young adults do not fully understand the privacy settings on social media platforms, which may leave them vulnerable to privacy violations.

Despite their concerns about privacy, young adults continue to share personal information on social media platforms. This suggests that young adults may not fully understand the potential consequences of privacy violations or may prioritize the benefits of social media use over their privacy concerns.

The findings of this study are consistent with previous research on young adults and privacy on social media (e.g., Acquisti et al., 2013; Dwyer et al., 2016)[25]. The study provides valuable insights into the attitudes and behaviors of young adults towards privacy on social media and highlights the need for increased education and awareness of privacy settings on social media platforms.

**7.Conclusion**

Privacy is a significant concern among young adults when it comes to social media. The investigation found that young adults are taking steps to protect their privacy on social media platforms, but many are not fully aware of the privacy policies of the platforms they use. The investigation also revealed several factors that impact young adults' privacy on social media, including the privacy policies of social media platforms, user behavior, third-party apps, and the lack of regulation.

To address the challenges associated with privacy on social media platforms among young adults, we recommend that social media platforms provide improved education and awareness, simplified privacy policies, clear consent mechanisms, and improved security measures. The government should also consider regulating social media platforms to ensure that they have adequate privacy regulations in place.

Overall, social media platforms have a responsibility to protect their users' personal information and ensure that users have control over their data. By implementing the recommendations provided in this investigation, social media platforms can create a safer and more secure environment for young adults to use social media.

Top of Form

This study aimed to investigate the attitudes and behaviors of young adults towards privacy on social media. The findings suggest that young adults are aware of the potential privacy violations on social media platforms and are concerned about their privacy. However, many young adults do not fully understand the privacy settings on social media platforms, which may leave them vulnerable to privacy violations.

This study has several limitations, including the use of convenience sampling and self-reported data. Future research should use more representative samples and objective measures of privacy violations on social media platforms. Nonetheless, this study provides valuable insights into the attitudes and behaviors of young adults towards privacy on social media and highlights the need for increased education and awareness of privacy settings on social media platforms.

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